Intro to Instagram

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

What Instagram is all about

- Instagram was built to post images and videos. You can post comments, hashtags, you can like stuff, and connect with your friends
- Instagram is a never-ending scrolling feed of pictures
- 60% of Instagram's users are under 30
- Many people use it as a way to document their lives, as a photo-journal
- All the pictures/videos will be there forever, they don't disappear like on Snapchat
- It's much easier to find people and brands on Instagram, and you can mention and tag other Instagram accounts in your pics and descriptions
- Instagram advertising runs off of Facebook's ad network